

ESTTA Tracking number: **ESTTA771147**

Filing date: **09/16/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Sony Corporation
Granted to Date of previous extension	09/21/2016
Address	1-7-1 Konan, Minato-ku Tokyo, JAPAN

Attorney information	Robert B.G. Horowitz, Esq. Baker & Hostetler LLP 45 Rockefeller Plaza, 14th Floor New York, NY 10111 UNITED STATES rhorowitz@bakerlaw.com, jcupito@bakerlaw.com, kwallace@bakerlaw.com, bhipdocket@bakerlaw.com, nydocketing@bakerlaw.com
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Applicant Information

Application No	86847669	Publication date	05/24/2016
Opposition Filing Date	09/16/2016	Opposition Period Ends	09/21/2016
Applicant	United Plastics Corporation 511 Hay Street Mount Airy, NC 27030 UNITED STATES		

Goods/Services Affected by Opposition


Class 017. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Thermoplastic sheet that provides acoustical sound and vibration barrier performance in automotive and building applications; flexible sound barrier sheets formed of a polymer composition; acoustical panels for buildings; acoustical panels for vehicles

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3243454	Application Date	10/27/2006
Registration Date	05/22/2007	Foreign Priority Date	NONE

Word Mark	SONY
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1996/05/31 First Use In Commerce: 1996/05/31 Cellular telephones, batteries for cellular telephones, battery chargers for cellular telephones, cases for cellular telephones, devices for hands-free use of cellular telephones, cellular telephone straps, holsters for carrying cellular telephones, cradles for cellular telephones, [PC cards, styli for use with cellular telephones that have touch screens, flash units for cellular telephones with cameras, media viewers, gameboards, integrated circuit recording media readers, audio speakers, audio systems comprised of an amplifier and speakers for use with cellular telephones, FM radio transmitters for use with cellular telephones, USB cables, plastic covers for cellular telephones] Class 014. First use: First Use: 2005/12/31 First Use In Commerce: 2005/12/31 watches * in the nature of smart watches *

U.S. Registration No.	777400	Application Date	06/21/1963
Registration Date	09/22/1964	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 1963/03/23 First Use In Commerce: 1963/03/23 Lighting Apparatus		

Attachments	77030850#TMSN.png(bytes) 01 Notice of Opposition to SONIBLOCK.pdf(3123354 bytes) 02 Exhibit 1 - SONY Reg No 3243454.pdf(4284873 bytes) 03 Exhibit 2 - SONY Reg No 777400.pdf(1868424 bytes) 04 Exhibit 3 - Harris Poll Article.pdf(1835323 bytes) 05 Exhibit 4 - Forbes Article.pdf(4362707 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Robert B.G. Horowitz/
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Name	Robert B.G. Horowitz, Esq.
Date	09/16/2016

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SONY CORPORATION,)	
)	
Opposer,)	
)	Opposition No.:
v.)	
)	
UNITED PLASTICS)	
CORPORATION,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

In the matter of the application of UNITED PLASTICS CORPORATION.
(hereinafter referred to as "Applicant") for registration of the designation SONIBLOCK
(hereinafter "SONIBLOCK") in International Class 17 for "[t]hermoplastic sheet that
provides acoustical sound and vibration barrier performance in automotive and building
applications; flexible sound barrier sheets formed of a polymer composition; acoustical
panels for buildings; acoustical panels for vehicles", Serial No. 86847669 filed
December 14, 2015, which was published in the Official Gazette of the United States
Patent and Trademark Office on May 24, 2016, Sony Corporation (hereinafter referred
to as "Opposer" or "Sony"), a corporation organized and existing under the laws of
Japan, which has its principal place of business at 1-7-1 Konan, Minato-ku, Tokyo,
Japan, believes it will be damaged by registration of the designation SONIBLOCK in
said trademark application and hereby opposes the same.

The grounds for the opposition are as follows:

1. Opposer adopted and began using the famous trademark SONY and SONY-formative trademarks for goods sold and services rendered in interstate commerce long before Applicant and applied to register SONIBLOCK for its goods.

2. The trademark SONY is used for a wide variety of goods and services in the United States, including consumer electronics products of many kinds. Such products include SONY BRAVIA televisions, SONY CYBER-SHOT digital cameras, SONY HANDYCAM camcorders, SONY PLAYSTATION video game consoles and games, SONY XPERIA smart phones and SONY WALKMAN music players. The SONY mark also is used as a service mark and trademark in connection with motion pictures, television programs and musical recordings.

3. The term SONY was coined and created by Opposer, and does not have any meaning in the English language or any other language. The SONY trademark has been in use in the U.S. since at least the early 1960's and has been extensively advertised and promoted over the years at great expense.

4. Among the many goods for which the SONY mark has been used and currently are in use are home theater systems and the following goods for automobiles: AM/FM receivers and compact disc players, AM/FM receivers and media players, LCD/DVD receivers, amplifiers and loudspeakers.

5. Opposer owns numerous trademark registrations for SONY per se and SONY-formative trademarks and service marks on the Principal Register in the United States Patent and Trademark Office. Among many others, Opposer owns:

A. U.S. Registration No. 3,243,454 for SONY for goods including "cellular telephones" and "devices for hands-free use of cellular telephones"

which issued on May 22, 2007 and is in full force and effect; and

B. U.S. Registration No. 777,400 for SONY for "lighting apparatus", which issued on September 22, 1964.

Both marks were in use for such goods prior to the filing date of the SONIBLOCK application and are in use today.

6. Opposer's referenced registrations and TSDR status copies therefor are attached hereto as Exhibits 1 and 2, respectively. Opposer's registrations are valid and subsisting, in full force and effect, and they provide prima facie evidence of Opposer's ownership of its marks and of its exclusive right to use those marks in commerce.

7. Long prior to the December 14, 2015 filing date of Applicant's application to register SONIBLOCK, Opposer commenced using, and has extensively used in interstate commerce, the SONY mark for its goods and services, and in advertising and promotions for such goods and services. The SONY mark has been and is being used in connection with goods distributed and sold and services rendered and sold extensively by Opposer in interstate commerce in a manner customary to the trade and customers to identify Opposer as the source of such goods and services. Sales in the multiple billions of dollars have occurred prior to the opposed application's filing date.

8. Since a date long prior to Applicant's application filing date, and continuously to the present date, Opposer has widely and at great expense advertised and promoted in the United States goods that are distributed and sold under the SONY mark as well as services that are rendered and sold in the United States under that mark. Advertisements for said SONY-branded products and services have been

advertised by a variety of different means including print media, television, radio, online media, social media, and at sports events, musical performances and entertainment events. Opposer's promotion efforts have been extensive as well. Opposer's advertising and promotion of its goods and services over the course of time have cost hundreds of millions of dollars, at least.

9. As a result Opposer's enormous distribution and sale of its goods and the rendering and sale of its services and its concomitant advertising and promotion efforts, Opposer's SONY mark has become famous and identified in the mind of the public with Opposer's products and services, as evidencing that products bearing said mark and services rendered in connection with said mark emanate from, or are authorized and/or sponsored by, or are affiliated or connected with Opposer.

10. The SONY mark also is used in combination with suffixes, such as SONY MUSIC, SONY PICTURES and SONY FINANCIAL SERVICES.

11. By reason of said extensive distribution, sales, advertising and promotion of SONY-branded goods and the rendering and sale of SONY-branded services, the SONY mark is among the most famous in the world and has achieved a reputation and goodwill throughout the United States of inestimable value.

12. The 2016 Harris Poll EquiTrend Study, a survey of U.S. consumers which has been "academically vetted twice" ranked SONY as the brand of the year for the category of "home electronics". See Exhibit 3 hereto. Further, the FORBES list of "The World's Most Famous Brands" for 2016 identifies SONY as one of such brands. See Exhibit 4 attached hereto.

13. Since Opposer's SONY trademark is arbitrary, fanciful and famous, it is

entitled to a wide scope of protection.

14. On information and belief, Applicant adopted its SONIBLOCK designation with prior knowledge of Opposer's SONY mark.

15. Applicant's SONIBLOCK designation is similar in sound to Opposer's SONY mark. The "SONI" element thereof is capable of being pronounced like Opposer's SONY mark.

16. Like Opposer's SONY mark, the SONI element in the SONIBLOCK designation mark has no meaning.

17. The goods set forth in Applicant's SONIBLOCK application are, or will be, advertised, promoted, sold and distributed to customers who are among the customer groups to which Opposer's said SONY-branded goods are advertised and sold and SONY-branded services are advertised and rendered.

Count I – Likelihood of Confusion – Section 2(d) of the Lanham Act

18. Prospective and actual customers for Applicant's SONIBLOCK goods who are familiar with Opposer and its SONY-branded goods and services will likely be confused, mistaken or deceived as to the source, origin, affiliation, connection or association of Applicant's goods.

19. Likelihood of confusion in this case is enhanced by the fame of Opposer's SONY mark.

20. Registration of Applicant's designation SONIBLOCK thus will damage Opposer within the meaning of Section 2 (d) of the Lanham Act, 15 U.S.C. Section 1052 (d).

Count II – Likelihood of dilution – Section 43(c) Lanham Act

21. Opposer repeats and reallages paragraphs 1 through 20 as though fully set forth herein.

22. Opposer's SONY mark has been widely used and extensively advertised, promoted and publicized in the United States, and therefore, Opposer's SONY mark has become well known and famous as a distinctive symbol of Opposer's goodwill.

23. Opposer's SONY mark was well known and famous prior to Applicant's filing date of its SONIBLOCK application.

24. Applicant's use of SONIBLOCK is likely to cause dilution by blurring by creating a likelihood of association with Opposer arising from the similarity to Opposer's famous SONY mark and is likely to impair the distinctiveness of the SONY mark.

25. Registration of Applicant's designation SONIBLOCK thus will damage Opposer within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. Section 1125(c).

WHEREFORE, Opposer prays that this opposition be sustained and that application Serial No. 86847669 be refused registration.

Respectfully submitted,

BAKER & HOSTETLER LLP

Dated : New York, N.Y.
September 15, 2016

By: 

Robert B.G. Horowitz
Kevin M. Wallace
Attorneys for Opposer
45 Rockefeller Plaza, 14TH Floor
New York, N.Y. 10111
(212) 589-4200

EXHIBIT 1

Generated on: This page was generated by TSDR on 2016-08-23 18:11:24 EDT

Mark: SONY

SONY

US Serial Number: 77030850

Application Filing Date: Oct. 27, 2006

US Registration Number: 3243454

Registration Date: May 22, 2007

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jun. 11, 2013

Publication Date: Mar. 06, 2007

Mark Information

Mark Literal Elements: SONY

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0770275, 1207979, 1258436 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cellular telephones, batteries for cellular telephones, battery chargers for cellular telephones, cases for cellular telephones, devices for hands-free use of cellular telephones, cellular telephone straps, holsters for carrying cellular telephones, cradles for cellular telephones, [PC cards, styli for use with cellular telephones that have touch screens, flash units for cellular telephones with cameras, media viewers, gameboards, integrated circuit recording media readers, audio speakers, audio systems comprised of an amplifier and speakers for use with cellular telephones, FM radio transmitters for use with cellular telephones, USB cables, plastic covers for cellular telephones]

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: May 31, 1996

Use in Commerce: May 31, 1996

For: watches * in the nature of smart watches *

International Class(es): 014 - Primary Class

U.S Class(es): 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 2005

Use in Commerce: Dec. 31, 2005

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: SONY CORPORATION
Owner Address: 1-7-1 KONAN
MINATO-KU, TOKYO JAPAN
Legal Entity Type: CORPORATION
State or Country: JAPAN
Where Organized:

Attorney/Correspondence Information

Attorney Name: Daniel M. Gurfinkel	Attorney of Record
Attorney Primary Email Address: dgurfinkel@dennemeyer-law.com	Docket Number: 30115-US-TR- Attorney Email Yes Authorized:
Correspondent Name/Address: Daniel M. Gurfinkel Dennemeyer & Associates, LLC 120 South LaSalle Street, Suite 1400 Chicago, ILLINOIS UNITED STATES 60603	Correspondent
Phone: 312-380-6504	Fax: 312-419-9440
Correspondent e-mail: dgurfinkel@dennemeyer-law.com mmalleck@dennemeyer-law.com	Correspondent e-mail Authorized: Yes
Domestic Representative Name: Robert B. G. Horowitz	Domestic Representative
Fax: 212 589-4201	Phone: 212 589-4200

Prosecution History

Date	Description	Proceeding Number
May 22, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Sep. 18, 2013	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 25, 2013	AMENDMENT UNDER SECTION 7 - ISSUED	73376
Jul. 25, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Jul. 18, 2013	TEAS SECTION 7 REQUEST RECEIVED	
Jun. 11, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 11, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69471
Jun. 10, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
May 22, 2013	TEAS SECTION 8 & 15 RECEIVED	
Sep. 04, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 04, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
May 22, 2007	REGISTERED-PRINCIPAL REGISTER	
Mar. 06, 2007	PUBLISHED FOR OPPOSITION	
Feb. 14, 2007	NOTICE OF PUBLICATION	
Jan. 18, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	67287

Jan. 17, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 16, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	67287
Jan. 16, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	67287
Jan. 16, 2007	ASSIGNED TO LIE	67287
Dec. 13, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 05, 2006	NON-FINAL ACTION MAILED	
Dec. 04, 2006	NON-FINAL ACTION WRITTEN	67424
Nov. 27, 2006	ASSIGNED TO EXAMINER	67424
Oct. 31, 2006	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Change in Registration: Yes

Amendment to a Registration/Renewal Certificate: In the Statement, Column 2, line 5, "WATCHES" is deleted, and, "WATCHES IN THE NATURE OF SMART WATCHES" is inserted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Aug. 27, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Sony Kabushiki Kaisha

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 5107/0674

Pages: 4

Date Recorded: Sep. 10, 2013

Supporting Documents: assignment-tm-5107-0674.pdf

Assignor

Name: SONY KABUSHIKI KAISHA

Execution Date: Apr. 15, 2013

Legal Entity Type: CORPORATION

State or Country JAPAN
Where Organized:

Assignee

Name: SONY CORPORATION

Legal Entity Type: CORPORATION

State or Country JAPAN
Where Organized:

Address: 1-7-1 KONAN
MINATO-KU, TOKYO, JAPAN

Correspondent

Correspondent Name: DANIEL M. GURFINKEL

Correspondent Address: 120 SOUTH LASALLE STREET, SUITE 1400
CHICAGO, IL 60603

Domestic Representative - Not Found

Proceedings

Summary

Number of 7
Proceedings:

Type of Proceeding: Opposition

Proceeding Number: 91227365

Filing Date: Apr 14, 2016

Status: Pending

Status Date: Apr 14, 2016

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: One Wish, L.L.C.

Correspondent Address: SUZANN MOSKOWITZ
THE MOSKOWITZ FIRM LLC
3151 COLERIDGE RD
CLEVELAND OH UNITED STATES , 44118-3528

Correspondent e-mail: suzann@themoskowitzfirm.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONISHAPES	Opposition Pending Plaintiff(s)	<u>86643460</u>	

Name: Sony Corporation

Correspondent Address: GINA M MCCREADIE
NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA UNITED STATES , 02110

Correspondent e-mail: gmccreadie@nixonpeabody.com , was.managing.clerk@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>72304827</u>	<u>886119</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2016	May 24, 2016
3	PENDING, INSTITUTED	Apr 14, 2016	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	May 19, 2016	
5	SUSPENDED	May 20, 2016	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 17, 2016	
7	SUSPENDED	Jun 17, 2016	
8	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jul 18, 2016	
9	SUSPENDED	Jul 18, 2016	
10	ANSWER	Jul 28, 2016	

Type of Proceeding: Opposition

Proceeding Number: 91218379

Filing Date: Sep 17, 2014

Status: Terminated

Status Date: Apr 20, 2015

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Deep Soni

Correspondent JUSTIN R SAUER
Address: ALLEN DYER DOPPELT MILBRATH & GILCHRIST PA
255 S ORANGE AVENUE, SUITE 1401
ORLANDO FL UNITED STATES , 32801

Correspondent e-mail: mmckinney@addmg.com , skemraj@addmg.com , jsauer@addmg.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONITEX	Abandoned - After Inter-Partes Decision	<u>86139021</u>	
Plaintiff(s)			

Name: Sony Corporation

Correspondent GINA M MCCREADIE
Address: NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA UNITED STATES , 02110

Correspondent e-mail: gmccreadie@nixonpeabody.com , dcheng@nixonpeabody.com , was.managing.clerk@nixonpeabody.com , abaumgarten@nixonpeabody.com , ody.com , tlieberman@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>73612649</u>	<u>1431966</u>
SONY	Renewed	<u>73612657</u>	<u>1446607</u>
SONY	Renewed	<u>73612658</u>	<u>1432053</u>
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 17, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 17, 2014	Oct 27, 2014
3	PENDING, INSTITUTED	Sep 17, 2014	
4	D APPEARANCE / POWER OF ATTORNEY	Oct 27, 2014	
5	D MOT FOR EXT W/ CONSENT	Oct 27, 2014	
6	EXTENSION OF TIME GRANTED	Oct 27, 2014	
7	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 25, 2014	
8	SUSPENDED	Nov 25, 2014	
9	NOTICE OF DEFAULT	Mar 06, 2015	
10	BD DECISION: SUSTAINED	Apr 20, 2015	
11	TERMINATED	Apr 20, 2015	

Type of Proceeding: Opposition

Proceeding Number: 91217919

Filing Date: Aug 20, 2014

Status: Terminated

Status Date: Nov 24, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Makon Innovation Inc

Correspondent ALEX PATEL
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16830 VENTURA BLVD STE 360
ENCINO CA UNITED STATES , 91436-1711

Correspondent e-mail: Paulo@PatelAlmeida.com , Alex@PatelAlmeida.com

Associated marks

Serial Registration

Mark	Application Status	Number	Number
SONIDOCK	Abandoned - After Inter-Partes Decision	<u>86134377</u>	

Plaintiff(s)

Name: Sony Corp.

Correspondent GINA M MCCREADIE
Address: NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA UNITED STATES , 02110

Correspondent e-mail: gmccreadie@nixonpeabody.com , was.managing.clerk@nixonpeabody.com , dcheng@nixonpeabody.com , abaumgarten@nixonpeabody.com , ody.com , tlieberman@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>73755377</u>	<u>1622127</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 20, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 20, 2014	Sep 29, 2014
3	PENDING, INSTITUTED	Aug 20, 2014	
4	NOTICE OF DEFAULT	Oct 14, 2014	
5	BD DECISION: SUSTAINED	Nov 24, 2014	
6	TERMINATED	Nov 24, 2014	

Type of Proceeding: Opposition

Proceeding Number: 91217675

Filing Date: Aug 04, 2014

Status: Terminated

Status Date: Nov 13, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Jonathan E. David

Correspondent HEIDI EISENHUT
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305 N 2ND AVE , #127
UPLAND CA UNITED STATES , 91786-6064

Correspondent e-mail: heidi-pto@lozaip.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONILASE	Abandoned - After Inter-Partes Decision	<u>86065589</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent GINA M MCCREADIE
Address: NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA UNITED STATES , 02110

Correspondent e-mail: gmccreadie@nixonpeabody.com , was.managing.clerk@nixonpeabody.com , dcheng@nixonpeabody.com , abaumgarten@nixonpeabody.com , ody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>74414070</u>	<u>1836831</u>

SONY	Renewed	<u>74414069</u>	<u>1836821</u>
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>72304827</u>	<u>886119</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 04, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 04, 2014	Sep 13, 2014
3	PENDING, INSTITUTED	Aug 04, 2014	
4	NOTICE OF DEFAULT	Oct 01, 2014	
5	BD DECISION: SUSTAINED	Nov 13, 2014	
6	TERMINATED	Nov 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: 91216763

Filing Date: Jun 10, 2014

Status: Terminated

Status Date: Nov 05, 2014

Interlocutory Attorney: CHERYL S GOODMAN

Defendant

Name: Anish Patel

Correspondent Address: SHEETAL S PATEL
LEONARDPATEL PC
22952 MILL CREEK DRIVE
LAGUNA HILLS CA UNITED STATES , 92653

Correspondent e-mail: spatel@leonardpatel.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONICLEAN	Registered	<u>85757275</u>	<u>4651189</u>

Plaintiff(s)

Name: Sony Corporation

Correspondent Address: ROBERT B G HOROWITZ
BAKER & HOSTETLER LLP
45 ROCKEFELLER PLAZA, 14TH FLOOR
NEW YORK NY UNITED STATES , 10111

Correspondent e-mail: rhorowitz@bakerlaw.com , ejoyce@bakerlaw.com , nydocketing@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>74414070</u>	<u>1836831</u>
SONY	Renewed	<u>74414069</u>	<u>1836821</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 10, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2014	Jul 20, 2014
3	PENDING, INSTITUTED	Jun 10, 2014	
4	D APPEARANCE / POWER OF ATTORNEY	Jul 09, 2014	
5	D MOT FOR EXT W/ CONSENT	Jul 10, 2014	
6	EXTENSION OF TIME GRANTED	Jul 10, 2014	
7	STIP FOR EXT	Sep 12, 2014	
8	EXTENSION OF TIME GRANTED	Sep 12, 2014	
9	W/DRAW OF OPPOSITION	Oct 31, 2014	

10	BD DECISION: DISMISSED W/O PREJ	Nov 05, 2014
11	TERMINATED	Nov 05, 2014

Type of Proceeding: Opposition

Proceeding Number: 91215392 Filing Date: Mar 12, 2014

Status: Terminated Status Date: Jul 17, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Designer Michael Todd, LLC

Correspondent Address: LESLIE J LOTT
LOTT & FISCHER PL
355 ALHAMBRA CIRCLE , SUITE 1100
CORAL GABLES FL UNITED STATES , 33134

Correspondent e-mail: llott@lottfischer.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONICLEAR	Abandoned - After Inter-Partes Decision	<u>85956103</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent Address: GINA M MCCREADIE
NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA UNITED STATES , 02110

Correspondent e-mail: gmccreadie@nixonpeabody.com , was.managing.clerk@nixonpeabody.com , dcheng@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>74414070</u>	<u>1836831</u>
SONY	Renewed	<u>74414069</u>	<u>1836821</u>
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>72304827</u>	<u>886119</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 12, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 12, 2014	Apr 21, 2014
3	PENDING, INSTITUTED	Mar 12, 2014	
4	D APPEARANCE / POWER OF ATTORNEY	Apr 07, 2014	
5	STIP FOR EXT	Apr 18, 2014	
6	EXTENSION OF TIME GRANTED	May 06, 2014	
7	D MOTION TO AMEND AND WITHDRAW APPLICATION	May 19, 2014	
8	RESPONSE DUE 30 DAYS (DUE DATE)	Jul 09, 2014	Aug 08, 2014
9	RESPONSE DUE 30 DAYS (DUE DATE)	Jul 14, 2014	Aug 13, 2014
10	W/DRAW OF APPLICATION W/O CONSENT	Jul 15, 2014	
11	BD DECISION: SUSTAINED	Jul 17, 2014	
12	TERMINATED	Jul 17, 2014	

Type of Proceeding: Opposition

Proceeding Number: 91213686 Filing Date: Nov 26, 2013

Status: Terminated Status Date: Jun 05, 2014

Interlocutory CHRISTEN M ENGLISH
Attorney:

Defendant

Name: Lulang Lin

Correspondent LULANG LIN

Address: 1030 BIG SPRING DRIVE
ALLEN TX UNITED STATES , 75013-5680

Correspondent e-mail: franklin1018@yahoo.com , frank.lin@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONIBRUSH	Abandoned - After Inter-Partes Decision	<u>85875563</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent ROBERT BG HOROWITZ

Address: BAKER & HOSTETLER LLP
45 ROCKEFELLER PLAZA, 14TH FLOOR
NEW YORK NY UNITED STATES , 10111

Correspondent e-mail: rhowitz@bakerlaw.com , ejoyce@bakerlaw.com , nydocketing@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>74414070</u>	<u>1836831</u>
SONY	Renewed	<u>74414069</u>	<u>1836821</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 26, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 26, 2013	Jan 05, 2014
3	PENDING, INSTITUTED	Nov 26, 2013	
4	ANSWER	Jan 03, 2014	
5	WDRAW OF APPLICATION W/O CONSENT	May 27, 2014	
6	BD DECISION: SUSTAINED	Jun 05, 2014	
7	TERMINATED	Jun 05, 2014	

EXHIBIT 2

Generated on: This page was generated by TSDR on 2016-08-23 18:25:05 EDT

Mark: SONY

US Serial Number: 72171579

Application Filing Date: Jun. 21, 1963

US Registration Number: 777400

Registration Date: Sep. 22, 1964

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Sep. 12, 2014

Mark Information

Mark Literal Elements: SONY

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 00691940, 00692023, 00705902

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Lighting Apparatus

International Class(es): 011

U.S Class(es): 034 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 23, 1963

Use in Commerce: Mar. 23, 1963

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: SONY CORPORATION
Owner Address: 1-7-1 KONAN
MINATO-KU, TOKYO
JAPAN
Legal Entity Type: CORPORATION
State or Country: JAPAN
Where Organized:

Attorney/Correspondence Information

Attorney Name: Roxana A. Sullivan
Attorney Primary Email Address: rsullivan@dennemeyer-law.com
Attorney of Record
Docket Number: 30115-10880T
Attorney Email Authorized: Yes
Correspondent
Correspondent Name/Address: Roxana A. Sullivan
Dennemeyer & Associates, LLC.
120 South LaSalle Street, Suite 1400
Chicago, ILLINOIS 60603
UNITED STATES
Phone: 312-380-6500
Fax: 312-419-9440
Correspondent e-mail: rsullivan@dennemeyer-law.com docket@dennemeyer-law.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 12, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 12, 2014	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76874
Sep. 12, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
Sep. 12, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Sep. 02, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jan. 29, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 04, 2009	CASE FILE IN TICRS	
Jan. 21, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 30, 2004	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Dec. 30, 2004	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 07, 2004	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 24, 1987	MISCELLANEOUS PAPER	
Sep. 22, 1984	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Sep. 22, 2014

TM Staff and Location Information

TM Staff Information - None
File Location
Current Location: GENERIC WEB UPDATE
Date in Location: Sep. 12, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Sony Corporation

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: 5194/0083

Pages: 5

Date Recorded: Jan. 16, 2014

Supporting Documents: assignment-tm-5194-0083.pdf

Name: SONY KABUSHIKI KAISHA

Legal Entity Type: CORPORATION

Assignor

Execution Date: Apr. 15, 2013

State or Country JAPAN
Where Organized:

Assignee

Name: SONY CORPORATION

Legal Entity Type: CORPORATION

State or Country JAPAN
Where Organized:

Address: 1-7-1 KONAN
MINATO-KU, TOKYO, JAPAN

Correspondent

Correspondent Name: DANIEL M. GURFINKEL

Correspondent Address: 120 SOUTH LASALLE STREET, SUITE 1400
CHICAGO, IL 60603

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 10

Type of Proceeding: Opposition

Proceeding Number: 91227365

Filing Date: Apr 14, 2016

Status: Pending

Status Date: Apr 14, 2016

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: One Wish, L.L.C.

Correspondent Address: SUZANN MOSKOWITZ
THE MOSKOWITZ FIRM LLC
3151 COLERIDGE RD
CLEVELAND OH , 44118-3528
UNITED STATES

Correspondent e-mail: suzann@themoskowitzfirm.com

Associated marks

Mark
SONISHAPES

Application Status
Opposition Pending
Plaintiff(s)

Serial Number
86643460

Registration Number

Name: Sony Corporation

Correspondent Address: GINA M MCCREADIE
NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA , 02110
UNITED STATES

Correspondent e-mail: gmccreadie@nixonpeabody.com , was.managing.clerk@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>72304827</u>	<u>886119</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2016	May 24, 2016
3	PENDING, INSTITUTED	Apr 14, 2016	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	May 19, 2016	
5	SUSPENDED	May 20, 2016	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 17, 2016	
7	SUSPENDED	Jun 17, 2016	
8	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jul 18, 2016	
9	SUSPENDED	Jul 18, 2016	
10	ANSWER	Jul 28, 2016	

Type of Proceeding: Opposition

Proceeding Number: 91222067

Filing Date: May 26, 2015

Status: Terminated

Status Date: Jan 05, 2016

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Deep Soni

Correspondent Address: DEEP SONI
359 N DOVER CT
HEATHROW FL , 32746-4325
UNITED STATES

Correspondent e-mail: Rugking.info@yahoo.com; amit@soniinterio

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONI INTERIORS	Abandoned - After Inter-Partes Decision	<u>86139133</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent Address: MARK SOMMERS
FINNEGAN HENDERSON FARABOW GARRETT & DUNNER, LLP
901 NEW YORK AVENUE, NW
WASHINGTON DC , 20001
UNITED STATES

Correspondent e-mail: docketing@finnegan.com , mark.sommers@finnegan.com , naresh.kilaru@finnegan.com , TTAB-Legal-Assistants@finnegan.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>73612649</u>	<u>1431966</u>
SONY	Renewed	<u>73612657</u>	<u>1446607</u>

SONY

Renewed

736126581432053

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 26, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 26, 2015	Jul 05, 2015
3	PENDING, INSTITUTED	May 26, 2015	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	May 26, 2015	
5	SUSPENDED	May 26, 2015	
6	CHANGE OF CORRESP ADDRESS	Aug 14, 2015	
7	NOTICE OF DEFAULT	Nov 17, 2015	
8	BD DECISION: SUSTAINED	Jan 05, 2016	
9	TERMINATED	Jan 05, 2016	

Type of Proceeding: Opposition

Proceeding Number: 91220776

Filing Date: Feb 24, 2015

Status: Terminated

Status Date: Jun 03, 2015

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Lung Fei Chuang

Correspondent WILLIAM J SEITER
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 2500 BROADWAY BLDG F
 SANTA MONICA CA , 90404-3065
 UNITED STATES

Correspondent e-mail: williamjseiter@seiterlegalstudio.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONIBEAUTY	Abandoned - After Inter-Partes Decision	<u>86306102</u>	
	Plaintiff(s)		

Name: Sony Corporation

Correspondent JAMES R CADY
 Address: HOGAN LOVELLS US LLP
 4085 CAMPBELL AVE, SUITE 100
 MENLO PARK CA , 94025
 UNITED STATES

Correspondent e-mail: james.cady@hoganlovells.com , lindsey.furtado@hoganlovells.com , rosario.renojo@hoganlovells.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	<u>73399964</u>	<u>1258436</u>
SONY	Renewed	<u>73612649</u>	<u>1431966</u>
SONY	Renewed	<u>74414070</u>	<u>1836831</u>
SONY	Renewed	<u>74414069</u>	<u>1836821</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY CLASSICAL	Renewed	<u>74210396</u>	<u>1711369</u>
SONY CLASSICAL FILM & VIDEO	Renewed	<u>74556442</u>	<u>1916207</u>
SONY PICTURES	Renewed	<u>74447907</u>	<u>2032470</u>
SONY PICTURES ANIMATION	Section 8 and 15 - Accepted and Acknowledged	<u>78721327</u>	<u>3386432</u>
SONY TABLET	Registered	<u>85407671</u>	<u>4273002</u>
SONY CARD	Section 8 and 15 - Accepted and Acknowledged	<u>75540364</u>	<u>3145778</u>
SONY COMPUTER ENTERTAINMENT	Renewed	<u>75977110</u>	<u>2166634</u>
SONY ONLINE ENTERTAINMENT	Section 8 and 15 - Accepted and Acknowledged	<u>75702585</u>	<u>3101020</u>
SONY STYLE	Cancelled - Section 8	<u>74404748</u>	<u>1835430</u>

SONY WONDER	Renewed	<u>74415267</u>	<u>1970316</u>
SONY FINANCIAL SERVICES	Cancelled - Section 8	<u>76562159</u>	<u>3591608</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 24, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 25, 2015	Apr 06, 2015
3	PENDING, INSTITUTED	Feb 25, 2015	
4	NOTICE OF DEFAULT	Apr 22, 2015	
5	BD DECISION: SUSTAINED	Jun 03, 2015	
6	TERMINATED	Jun 03, 2015	

Type of Proceeding: Opposition

Proceeding Number: 91218379

Filing Date: Sep 17, 2014

Status: Terminated

Status Date: Apr 20, 2015

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Deep Soni

Correspondent JUSTIN R SAUER
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255 S ORANGE AVENUE, SUITE 1401
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UNITED STATES

Correspondent e-mail: mmckinney@addmg.com , skemraj@addmg.com , jsauer@addmg.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONITEX	Abandoned - After Inter-Partes Decision	<u>86139021</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent GINA M MCCREADIE
Address: NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA , 02110
UNITED STATES

Correspondent e-mail: gmccreadie@nixonpeabody.com , dcheng@nixonpeabody.com , was.managing.clerk@nixonpeabody.com , abaumgarten@nixonpeabody.com , ody.com , llieberman@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>73612649</u>	<u>1431966</u>
SONY	Renewed	<u>73612657</u>	<u>1446607</u>
SONY	Renewed	<u>73612658</u>	<u>1432053</u>
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 17, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 17, 2014	Oct 27, 2014
3	PENDING, INSTITUTED	Sep 17, 2014	
4	D APPEARANCE / POWER OF ATTORNEY	Oct 27, 2014	
5	D MOT FOR EXT W/ CONSENT	Oct 27, 2014	
6	EXTENSION OF TIME GRANTED	Oct 27, 2014	

7	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 25, 2014
8	SUSPENDED	Nov 25, 2014
9	NOTICE OF DEFAULT	Mar 06, 2015
10	BD DECISION: SUSTAINED	Apr 20, 2015
11	TERMINATED	Apr 20, 2015

Type of Proceeding: Opposition

Proceeding Number: 91217675

Filing Date: Aug 04, 2014

Status: Terminated

Status Date: Nov 13, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Jonathan E. David

Correspondent Address: HEIDI EISENHUT
LOZA & LOZA LLP
305 N 2ND AVE , #127
UPLAND CA , 91786-6064
UNITED STATES

Correspondent e-mail: heidi-pto@lozaip.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONILASE	Abandoned - After Inter-Partes Decision	<u>86065589</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent Address: GINA M MCCREADIE
NIXON PEABODY LLP
100 SUMMER STREET
BOSTON MA , 02110
UNITED STATES

Correspondent e-mail: gmccreadie@nixonpeabody.com , was.managing.clerk@nixonpeabody.com , dcheng@nixonpeabody.com , abaumgarten@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	<u>77030850</u>	<u>3243454</u>
SONY	Renewed	<u>74414070</u>	<u>1836831</u>
SONY	Renewed	<u>74414069</u>	<u>1836821</u>
SONY	Renewed	<u>72171393</u>	<u>770275</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>72171578</u>	<u>785967</u>
SONY	Renewed	<u>72204017</u>	<u>801885</u>
SONY	Renewed	<u>72304827</u>	<u>886119</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 04, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 04, 2014	Sep 13, 2014
3	PENDING, INSTITUTED	Aug 04, 2014	
4	NOTICE OF DEFAULT	Oct 01, 2014	
5	BD DECISION: SUSTAINED	Nov 13, 2014	
6	TERMINATED	Nov 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: 91215392

Filing Date: Mar 12, 2014

Status: Terminated

Status Date: Jul 17, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Designer Michael Todd, LLC

Correspondent LESLIE J LOTT
 Address: LOTT & FISCHER PL
 355 ALHAMBRA CIRCLE , SUITE 1100
 CORAL GABLES FL , 33134
 UNITED STATES

Correspondent e-mail: lilott@lottfischer.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONICLEAR	Abandoned - After Inter-Partes Decision	85956103	

Plaintiff(s)

Name: Sony Corporation

Correspondent GINA M MCCREADIE
 Address: NIXON PEABODY LLP
 100 SUMMER STREET
 BOSTON MA , 02110
 UNITED STATES

Correspondent e-mail: gmccreadie@nixonpeabody.com , was.managing.clerk@nixonpeabody.com , dcheng@nixonpeabody.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Section 8 and 15 - Accepted and Acknowledged	77030850	3243454
SONY	Renewed	74414070	1836831
SONY	Renewed	74414069	1836821
SONY	Renewed	72171393	770275
SONY	Renewed	72171579	777400
SONY	Renewed	72171578	785967
SONY	Renewed	72204017	801885
SONY	Renewed	72304827	886119

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 12, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 12, 2014	Apr 21, 2014
3	PENDING, INSTITUTED	Mar 12, 2014	
4	D APPEARANCE / POWER OF ATTORNEY	Apr 07, 2014	
5	STIP FOR EXT	Apr 18, 2014	
6	EXTENSION OF TIME GRANTED	May 06, 2014	
7	D MOTION TO AMEND AND WITHDRAW APPLICATION	May 19, 2014	
8	RESPONSE DUE 30 DAYS (DUE DATE)	Jul 09, 2014	Aug 08, 2014
9	RESPONSE DUE 30 DAYS (DUE DATE)	Jul 14, 2014	Aug 13, 2014
10	W/DRAW OF APPLICATION W/O CONSENT	Jul 15, 2014	
11	BD DECISION: SUSTAINED	Jul 17, 2014	
12	TERMINATED	Jul 17, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91212995](#)

Filing Date: Oct 16, 2013

Status: Terminated

Status Date: Dec 15, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Smart Circle International, LLC

Correspondent CONNIE P LIMPERIS
 Address: THE ECLIPSE GROUP LLP

6345 BALBOA BLVD BLDG II
ENCINO CA , 91316-1519
UNITED STATES

Correspondent e-mail: TMDocketing@eclipsegrp.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONICOMFORT	Abandoned - After Inter-Partes Decision	85828392	

Plaintiff(s)

Name: Sony Corporation

Correspondent ROBERT BG HOROWITZ
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45 ROCKEFELLER PLAZA, 14TH FLOOR
NEW YORK NY , 10111
UNITED STATES

Correspondent e-mail: rhorowitz@bakerlaw.com , ejoyce@bakerlaw.com , nydocketing@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	73399964	1258436
SONY	Renewed	73612649	1431966
SONY	Renewed	74414070	1836831
SONY	Renewed	74414069	1836821
SONY	Renewed	72171579	777400

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 16, 2013	Nov 25, 2013
3	PENDING, INSTITUTED	Oct 16, 2013	
4	ANSWER	Nov 25, 2013	
5	STIP FOR EXT	Dec 23, 2013	
6	EXTENSION OF TIME GRANTED	Dec 23, 2013	
7	STIP FOR EXT	Feb 24, 2014	
8	EXTENSION OF TIME GRANTED	Feb 24, 2014	
9	STIP FOR EXT	May 23, 2014	
10	EXTENSION OF TIME GRANTED	May 23, 2014	
11	W/DRAW OF APPLICATION	Oct 15, 2014	
12	BD DECISION: SUSTAINED	Dec 15, 2014	
13	TERMINATED	Dec 15, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91191587](#)

Filing Date: Aug 20, 2009

Status: Terminated

Status Date: Aug 06, 2012

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Elia Adel Mazzawi

Correspondent ELIA ADEL MAZZAWI
Address: PO BOX 9151
AMMAN , 11191
JORDAN

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Abandoned - After Inter-Partes Decision	77624143	

Plaintiff(s)

Name: Sony Corporation

Correspondent ROBERT BG HOROWITZ
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45 ROCKEFELLER PLAZA
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Correspondent e-mail: rhorowitz@bakerlaw.com , DTOBIN@BAKERLAW.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>73755377</u>	<u>1622127</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 20, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 20, 2009	Sep 29, 2009
3	PENDING, INSTITUTED	Aug 20, 2009	
4	ANSWER	Sep 29, 2009	
5	MOTION TO CONSOLIDATE	Nov 04, 2009	
6	CASES CONSL TRIAL DATES REMAIN AS SET	Nov 16, 2009	
7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 19, 2010	
8	TRIAL DATES RESET	Jan 21, 2010	
9	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 05, 2010	
10	EXTENSION OF TIME GRANTED	Feb 09, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Apr 14, 2010	
12	EXTENSION OF TIME GRANTED	Apr 19, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	May 06, 2010	
14	TRIAL DATES RESET	May 14, 2010	
15	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jul 21, 2010	
16	EXTENSION OF TIME GRANTED	Jul 27, 2010	
17	P'S MOTION TO COMPEL DISCOVERY	Sep 02, 2010	
18	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Sep 09, 2010	
19	MOTION GRANTED; TRIAL DATES RESET	Nov 19, 2010	
20	CORRECTION TO BOARD'S ORDER	Dec 01, 2010	
21	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 20, 2010	
22	EXTENSION OF TIME GRANTED	Dec 28, 2010	
23	P'S MOTION TO COMPEL DISCOVERY	Feb 04, 2011	
24	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Feb 08, 2011	
25	D'S OPPOSITION/RESPONSE TO MOTION	Feb 24, 2011	
26	P'S MOTION FOR AN EXTENSION OF TIME W/ CONSNET TO RESPOND TO D'S RESPONSE TO P'S MOTION TO COMPEL	Mar 16, 2011	
27	EXTENSION OF TIME GRANTED	Mar 22, 2011	
28	P'S REPLY IN SUPPORT OF MOTION	Mar 23, 2011	
29	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Sep 30, 2011	
30	MOTION TO COMPEL GRANTED	Oct 03, 2011	
31	EXTENSION OF TIME GRANTED	Oct 13, 2011	
32	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 02, 2012	
33	D'S REQUEST TO WITHDRAW AS ATTORNEY	Feb 02, 2012	
34	P'S MOTION FOR SANCTIONS	Feb 02, 2012	
35	SUSPENDED	Apr 23, 2012	
36	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jun 22, 2012	
37	P'S REPLY IN SUPPORT OF MOTION	Jun 12, 2012	
38	BD'S DECISION: DISMISSED W/ PREJUDICE	Aug 06, 2012	
39	TERMINATED	Aug 06, 2012	
40	BOARD'S ORDER VACATED	Aug 07, 2012	
41	BOARD'S DECISION: SUSTAINED	Aug 22, 2012	

Type of Proceeding: Opposition

Proceeding Number: 91191588

Filing Date: Aug 20, 2009

Status: Terminated

Status Date: Aug 23, 2012

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Mazzawi, Elia Adel

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Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY A/C	Abandoned - After Inter-Partes Decision	<u>77626054</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent Address: Robert B.G. Horowitz, Esq.
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Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	<u>72171579</u>	<u>777400</u>
SONY	Renewed	<u>73755377</u>	<u>1622127</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 20, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 20, 2009	Sep 29, 2009
3	PENDING, INSTITUTED	Aug 20, 2009	
4	ANSWER	Sep 29, 2009	
5	CASES CONSL TRIAL DATES REMAIN AS SET	Nov 16, 2009	
6	STIPULATION FOR AN EXTENSION OF TIME	Dec 29, 2011	
7	BOARD'S DECISION: SUSTAINED	Aug 23, 2012	
8	TERMINATED	Aug 23, 2012	

Type of Proceeding: Opposition

Proceeding Number: 91188603

Filing Date: Jan 28, 2009

Status: Terminated

Status Date: May 25, 2010

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Alen Akopians

Correspondent Address: MATTHEW H. SWYERS
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Associated marks

Mark	Application Status	Serial Number	Registration Number
SONICUT	Abandoned - After Inter-Partes Decision	<u>77517968</u>	

Plaintiff(s)

Name: Sony Corporation

Correspondent Address: ROBERT B.G. HOROWITZ
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45 ROCKEFELLER PLAZA
NEW YORK NY , 10111
UNITED STATES

Correspondent e-mail: rhowitz@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SONY	Renewed	<u>73755377</u>	<u>1622127</u>
SONY	Renewed	<u>72171579</u>	<u>777400</u>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 28, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 28, 2009	Mar 09, 2009
3	PENDING, INSTITUTED	Jan 28, 2009	
4	D'S APPEARANCE OF COUNSEL/POWER OF ATTORNEY	Mar 09, 2009	
5	ANSWER	Mar 09, 2009	
6	STIPULATION FOR AN EXTENSION OF TIME	Mar 23, 2009	
7	TRIAL DATES REMAIN AS SET	Mar 27, 2009	
8	STIPULATION FOR AN EXTENSION OF TIME	May 06, 2009	
9	TRIAL DATES RESET	May 21, 2009	
10	STIPULATION FOR AN EXTENSION OF TIME	Jul 07, 2009	
11	EXTENSION OF TIME GRANTED	Jul 17, 2009	
12	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Dec 04, 2009	
13	SUSPENDED	Dec 04, 2009	
14	D'S REQUEST TO AMEND APPLICATION	Feb 25, 2010	
15	SUSPENDED	Apr 21, 2010	
16	WITHDRAWAL OF APPLICATION	May 21, 2010	
17	BOARD'S DECISION: SUSTAINED	May 25, 2010	
18	TERMINATED	May 25, 2010	

EXHIBIT 3



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IN THE NEWS

SOLUTIONS

The Harris Poll Names 2016 Brands of the Year

Technology Brands Experience Fast Jump in Brand Equity; Financial Institutions Continue Slow March Toward Brand Equity Improvement

09:00 AM EDT Apr 20, 2016 | Rating



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Netflix, Toyota, Fidelity Investments, Apple, Subway, The Home Depot, Delta Airlines, Hilton Hotels and More Take Top Brand Honors

Nintendo 3DS/3DS XL and Zillow.com Show Significant Brand Equity Increases

NEW YORK, April 20, 2016 – The Harris Poll® today released its 28th annual EquiTrend Study, revealing the strongest brands in nearly 100 categories across the media, travel, financial, automotive, entertainment, retail, restaurants and household industries, based on consumer response.

Measuring brands' health over time, the EquiTrend Brand Equity Index is comprised of three factors -- Familiarity, Quality and Purchase Consideration -- that result in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend® "Brand of the Year" award for their respective categories. This year, more than 97,000 U.S. consumers assessed more than 3,800 brands across nearly 500 categories. The complete list of Harris Poll EquiTrend Brands of the Year can be found at: www.theharrispoll.com/business/2016-Brands-of-the-Year.html. Additional information can be found at: www.theharrispoll.com/equitrend-information.

"Consumers form impressions of brands long before they ever use them, based on their perceptions and what they may know from trusted sources," said Joan Sinopoli, vice president of brand solutions at Nielsen, which owns The Harris Poll. "This high level equity is the gateway to eventual purchase; it also helps to protect brands from the consequences

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of an occasional misstep. The strength of a company's brand equity can have direct business and financial outcomes."

The Harris Poll EquiTrend Brand Equity Index has been academically vetted^[1] twice, showing that strong brand equity is associated with strong financial performance, even during a financial downturn, such as experienced in 2007-2010.

The Biggest Gainers: Technology Brands on a Fast Rise

According to the Harris Poll study, 13 Brands of the Year have increased their equity rating by more than six percent since 2014, a significant increase given the tendency for equity to resist rapid movement. Of the 13 equity risers, six are technology-related brands. Nintendo 3DS/3DS XL demonstrates the largest brand equity increase (+16%) over a three-year period. Other rapid equity movers include Samsung Galaxy Gear Watch, Netflix, YouTube, Sony Home Electronics and Zillow.com. Since last year, Nintendo 3DS/3DS XL (+8%) and Zillow (+6%) show the largest equity increases.

"It's no secret that technology has completely permeated our lives, and this is reflected by the range of technology brands experiencing unusually rapid increases in equity," said Sinopoli. "We watch, we wear, we listen, we play, and we connect, using multiple devices to do so. We're even shopping for real estate online. As U.S. consumers continue to conduct daily activities via technology, we can expect technology brands delivering on their brand promises to make equity gains."

Rapid Risers: Top 13 Brands of the Year with Largest Equity Increases

2014-2016

(Increases of 7 – 16 percent)

Brand	Category
1. Nintendo 3DS/3DS XL	Gaming Console
2. Moe's Southwest Grill	Fast Casual Mexican Restaurant
3. Samsung Galaxy Gear Smartwatch	Smartwatch
4. The Vanguard Group	Investment Management
5. Netflix	Video Streaming Subscription
6. Capital One	Super Regional Bank ^[2]
7. YouTube	Social Networking Site
8. Lexus Vehicles	Luxury Automotive
9. Sony Home Electronics	Home Electronics
10. Zillow.com	Online Home Search



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81% of RX drug purchasers buy generic more often than name brand

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2% of Americans cite soccer among the pro sports they most associate with negative moral values

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84% say divorce is more acceptable today than in previous generations

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11. KILZ	Paint
12. Dyson	Vacuum Cleaner
13. Macy's Department Store	Department Store

Source: The Harris Poll EquiTrend® Study

Consumers Invest in Top Brands At Home

According to the 2016 Harris Poll EquiTrend research, non-technology brands on the rapid equity risers list show consumers' willingness to invest in brands to improve their homes.

"It's a cautious recovery, but consumers are paying more attention to brands that help them invest in comfortable, well-maintained homes," said Sinopoli. "Dyson and Kilz have topped their respective categories for years, and they continue to deliver on the expectation of quality they have built over time."

Financial Institutions March Slowly Toward Improved Brand Equity

The Harris Poll study indicates that consumers' memories of the 2008 financial crisis may be receding; overall, financial institutions continue their slow march toward improved brand equity. However, brand equity for some financial service providers are increasing more quickly than others. The Vanguard Group, recognized by many consumers as a 401(k) provider, has increased its brand equity by 12 percent since 2014. Capital One increased its brand equity by 10 percent since 2014, likely helped by heavy promotion of its credit card business.

"Our research, across multiple brand studies, shows that when considering investment firms, those providing 401(k) services tend to have the strongest brand equity, likely because they are associated with a very well-defined consumer benefit, versus firms associated with the banking/mortgage crisis," said Sinopoli.

Methodology

The 2016 Harris Poll EquiTrend Study is based on a sample of 97,120 U.S. consumers ages 15 and over surveyed online, in English, between December 22, 2015 and February 1, 2016. The survey took an average of 30 minutes to complete. The total number of brands rated was 3,837. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

The Brand Equity Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About The Harris Poll

Over the last five decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. Nielsen acquired Harris Interactive, Inc. (which operates The Harris Poll) in 2014.

Contact us for more information.

Harris Poll EquiTrend study results disclosed in this release may not be used for advertising, marketing or promotional purposes without the prior written consent of Harris Poll. All third party trademarks are the property of their respective owners. Use of such trademarks does not constitute or imply any sponsorship or endorsement.

The 2016 Harris Poll EquiTrend Brands of the Year

Industry	Award Category	Brand
Automotive	Full Line Automotive	Toyota Vehicles
Automotive	Luxury Automotive	Lexus Vehicles
Automotive	Motorcycle	Harley-Davidson Motorcycles
Automotive	Auto Service Center	Discount Tire
Automotive	Car Audio	Bose In-Vehicle Audio
Automotive	Motor Oil	Pennzoil Motor Oil
Automotive	OEM Branded Infotainment	Chevy MyLink
Automotive	Online Auto Shopping	Kelley Blue Book (KBB.com)
Automotive	Tire	Michelin Tires
Entertainment/Recreation	Movie Theater	Regal Cinemas
Entertainment/Recreation	Sports League	NFL (National Football League)
Financial Services/Insurance	Discount Brokerage	Fidelity Investments Financial Services
Financial Services/Insurance	Investment	The Vanguard Group
Financial Services/Insurance	Mobile Payment	PayPal

Financial Services/Insurance	National Bank	CHASE Bank
Financial Services/Insurance	Payment Card	Visa
Financial Services/Insurance	Super Regional Bank	Capital One
Financial Services/Insurance	Tax Preparation	TurboTax
Financial Services/Insurance	Auto Insurance	AAA Auto Insurance
Financial Services/Insurance	Health Insurance	Blue Cross and Blue Shield
Financial Services/Insurance	Home Insurance	State Farm Home Insurance
Financial Services/Insurance	Life Insurance	State Farm Life Insurance
Household	Computer Manufacturer	Apple Computers
Household	Delivered Gifts	Edible Arrangements
Household	Digital Cameras	Canon Digital Cameras
Household	Gaming Console	Nintendo 3DS/3DS XL
Household	Home Electronics	Sony Home Electronics
Household	Media Streaming Device	Google Chromecast
Household	Mobile Operating System	Apple iOS
Household	Operating System	Apple OS X
Household	Printing & Imaging	HP Printing & Imaging
Household	Smartphones	Apple iPhone Series Smartphones
Household	Smartwatch	Samsung Galaxy Gear Smartwatch
Household	Tablet Computer	Apple iPad Series Tablets
Household	Wearable Fitness Tech	Fitbit Fitness Trackers
Household	Major Appliance	KitchenAid Appliances
Household	Power Tool	Craftsman Tools
Household	Single Serve Coffee Maker	Keurig Single Serve Coffee Maker

Household	Small Kitchen Appliance	KitchenAid Small Appliances
Household	Vacuum Cleaner	Dyson Vacuum
Household	Cookware	KitchenAid Cookware
Household	Greeting Card	Hallmark Greeting Cards
Household	Paint	KILZ
Household	Window Covering	Hunter Douglas Blinds & Shades
Household	Moving Truck	U-Haul Moving Truck Rental
Household	Online Home Search	Zillow.com
Household	Online Job Search	Indeed.com
Household	Package Delivery	UPS (United Parcel Service)
Household	Real Estate Agency	Real Living Real Estate
Household	Wireless Carrier	Verizon Mobile Network
Media	Health Information Website	WebMD
Media	News Service	Google News
Media	Social Networking Site	YouTube
Media	Internet Radio Service	Pandora Internet Radio
Media	Factual Entertainment TV	History Channel
Media	General Entertainment TV	AMC Television Network (American Movie Classics)
Media	Kids' TV	Discovery Family Channel
Media	Music TV	Great American Country (GAC)
Media	Pay Cable TV Network	HBO Television Network
Media	Sports TV	ESPN Television Network
Media	TV Network	ABC Television Network [TIED]
Media	TV Network	CBS Television Network [TIED]

Media	TV News	The Weather Channel
Media	TV Service Providers	Google Fiber
Media	Video Streaming Subscription	Netflix
Non-Profit	Animal Welfare Non-Profit	Best Friends Animal Society
Non-Profit	Disability Non-Profit	Special Olympics
Non-Profit	Disabled Veterans Association	Wounded Warrior Project
Non-Profit	Environmental Non-Profit	Wildlife Conservation Society
Non-Profit	Health Non-Profit	St. Jude Children's Research Hospital
Non-Profit	International Aid Non-Profit	Food For The Poor
Non-Profit	Social Services Non-Profit	Habitat for Humanity
Non-Profit	Youth Non-Profit	Girl Scouts of the USA
Restaurants	Burger Restaurant	In-N-Out Burger
Restaurants	Casual Dining Restaurant	IHOP (International House of Pancakes)
Restaurants	Chicken Restaurant	Chick-fil-A
Restaurants	Coffee & Quick Service Restaurant	Dunkin' Donuts Stores
Restaurants	Fast Casual Mexican Restaurant	Moe's Southwest Grill
Restaurants	Italian Dining Restaurant	Olive Garden Italian Restaurants
Restaurants	Pizza Chain	Pizza Hut
Restaurants	Sandwich Shop	Subway
Retail	Department Store	Macy's Department Store
Retail	Discount Shoes Store	DSW Shoes
Retail	Electronics Store	Best Buy Stores
Retail	Hardware & Home Store	The Home Depot

Retail	Luxury Department Store	Nordstrom Department Store
Retail	Off-Price Retailer	TJ Maxx Stores
Retail	Online Computer Retailer	Apple.com Online Electronics Retailer
Retail	Online Department Store	Kohls.com Online Department Store
Retail	Sporting Goods Store	Cabela's
Travel	Full Service Airline	Delta Air Lines
Travel	Value Airline	Southwest Airlines
Travel	Economy Hotel	Microtel Inn & Suites
Travel	Extended Stay Hotel	Homewood Suites by Hilton
Travel	Full Service Hotel	Hilton Hotels & Resorts
Travel	Luxury Hotel	W Hotels and Resorts
Travel	Mid-Market Hotel	Hampton Inn & Suites
Travel	Cruise Line	Disney Cruise Line
Travel	Online Travel Service	Expedia.com

[1] The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).

[2] A mid-sized bank that has a significant presence in a geographical region across multiple states.

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EXHIBIT 4

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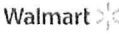







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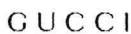







	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$154.1 B	6%	\$233.7 B	\$1.8 B	Technology
	#2	Google	\$82.5 B	26%	\$68.5 B	\$3.2 B	Technology
	#3	Microsoft	\$75.2 B	9%	\$87.6 B	\$1.9 B	Technology
	#4	Coca-Cola	\$58.5 B	4%	\$21.9 B	\$4 B	Beverages
	#5	Facebook	\$52.6 B	44%	\$17.4 B	\$281 M	Technology
	#6	Toyota	\$42.1 B	11%	\$165.1 B	\$3.6 B	Automotive
	#7	IBM	\$41.4 B	-17%	\$81.7 B	\$1.3 B	Technology

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
							
	#8	Disney	\$39.5 B	14%	\$28 B	\$2.6 B	Leisure
	#9	McDonald's	\$39.1 B	-1%	\$82.7 B	\$719 M	Restaurants
	#10	GE	\$36.7 B	-2%	\$92.3 B	-	Diversified
<h2>CEO Peer Advisory Network</h2> <p>Imagine the Business Outcomes When Like-Minded Execs Stand Behind You.</p> <p>◯ ◯</p>							
	#11	Samsung	\$36.1 B	-5%	\$177.4 B	\$3.3 B	Technology
	#12	Amazon	\$35.2 B	25%	\$104.5 B	\$3.8 B	Technology
	#13	AT&T	\$32.6 B	12%	\$146.8 B	\$3.6 B	Telecom
	#14	BMW	\$28.8 B	4%	\$82.8 B	-	Automotive
	#15	Cisco	\$28.4 B	3%	\$49.6 B	\$202 M	Technology
	#16	Oracle	\$28 B	4%	\$37.2 B	\$55 M	Technology
	#17	Intel	\$27.7 B	7%	\$55.4 B	\$1.8 B	Technology

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#18	NIKE	\$27.5 B	5%	\$30 B	\$3.2 B	Apparel
	#19	Louis Vuitton	\$27.3 B	-3%	\$10 B	\$4.4 B	Luxury
	#20	Mercedes-Benz	\$26 B	16%	\$105.8 B	-	Automotive
<h2>2016 Stock Market Crash</h2> <p>\$5 Bill Reveals Why the Economy is About to Collapse. Shocking Proof!</p>							
	#21	Verizon	\$25.8 B	5%	\$131.6 B	\$2.7 B	Telecom
	#22	Walmart	\$25.4 B	3%	\$320.4 B	\$2.5 B	Retail
	#23	Honda	\$25.2 B	8%	\$107.7 B	-	Automotive
	#24	American Express	\$24.3 B	4%	\$34.4 B	\$3.1 B	Financial Services
	#25	Budweiser	\$23.4 B	5%	\$10.9 B	-	Alcohol
	#26	Marlboro	\$21.9 B	11%	\$23.1 B	\$473 M	Tobacco
	#27	SAP	\$21.6 B	10%	\$23.1 B	-	Technology
	#28	Gillette	\$20.2 B	-1%	\$7 B	\$8.3 B	Consumer Packaged Goods

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#29	Pepsi	\$19.4 B	3%	\$11.8 B	\$2.4 B	Beverages
	#30	Visa	\$19.2 B	2%	\$13.9 B	\$872 M	Financial Services
	#31	ESPN	\$16.9 B	4%	\$11.9 B	\$2.6 B	Media
	#32	Nescafé	\$16.3 B	-6%	\$9.2 B	-	Beverages
	#33	H&M	\$15.9 B	4%	\$21.5 B	-	Retail
	#34	L'Oréal	\$14.6 B	-1%	\$10.2 B	\$8.2 B	Consumer Packaged Goods
	#35	Ford	\$14.1 B	12%	\$144.4 B	\$4.3 B	Automotive
	#36	Audi	\$14 B	10%	\$58.9 B	-	Automotive
	#37	HSBC	\$14 B	-3%	\$85.8 B	-	Financial Services
	#38	HP	\$13.8 B	-6%	\$102.1 B	\$859 M	Technology
	#39	Home Depot	\$13.6 B	5%	\$88.5 B	\$868 M	Retail
	#40	Frito-Lay	\$13.6 B	4%	\$11.5 B	\$2.4 B	Consumer Packaged Goods

Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#41 UPS	\$13 B	4%	\$58.4 B	-	Transportation
	#42 Accenture	\$13 B	9%	\$33.5 B	\$80 M	Business Services
	#43 Wells Fargo	\$12.7 B	12%	\$90 B	\$606 M	Financial Services
	#44 Gucci	\$12 B	-3%	\$4.3 B	-	Luxury
	#45 Starbucks	\$11.9 B	14%	\$15.9 B	\$228 M	Restaurants
	#46 IKEA	\$11.9 B	0%	\$36.3 B	-	Retail
	#47 CVS	\$11.8 B	-	\$153.3 B	\$221 M	Retail
	#48 Hermès	\$11.7 B	10%	\$5.4 B	\$230 M	Luxury
	#49 Nestlé	\$11.6 B	-5%	\$9.2 B	-	Consumer Packaged Goods
	#50 Pampers	\$11.5 B	4%	\$10.4 B	\$8.3 B	Consumer Packaged Goods

CEO Peer Groups

Collaborate With Other CEOs At One Of Our CEO Peer Groups. [Learn More.](#)



#51 Fox

\$11.2 B -1%

\$14.3 B \$2.6 B






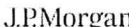







Media

#52 Ebay

\$11.2 B 2%











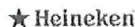


\$7.8 B \$1 B













Technology

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
							
	#53	Zara	\$10.7 B	13%	\$15.9 B	-	Retail
	#54	Danone	\$10.6 B	10%	\$10.9 B	-	Consumer Packaged Goods
	#55	Siemens	\$10.5 B	-10%	\$84 B	-	Diversified
	#56	MasterCard	\$10.4 B	0%	\$9.7 B	\$821 M	Financial Services
	#57	J.P. Morgan	\$10.3 B	8%	\$45.7 B	\$2.7 B	Financial Services
	#58	Cartier	\$10.1 B	5%	\$6.1 B	-	Luxury
	#59	Chevrolet	\$9.8 B	10%	\$74.9 B	\$5.1 B	Automotive
	#60	Colgate	\$9.2 B	3%	\$3.8 B	\$1.5 B	Consumer Packaged Goods
<div> <div>2016 Stock Market Crash</div> <div>\$5 Bill Reveals Why the Economy is About to Collapse. Shocking Proof!</div> </div>							
	#61	Kellogg's	\$9.1 B	-3%	\$6.3 B	\$898 M	Consumer Packaged Goods
	#62	Kraft	\$9 B	-2%	\$6.9 B	\$464 M	Consumer Packaged Goods
	#63	Lexus	\$9 B	13%	\$19.5 B	\$3.6 B	Automotive
	#64	Rolex	\$8.8 B	6%	\$4.7 B	-	Luxury



Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	Chase	\$8.5 B	16%	\$50.7 B	\$2.7 B	Financial Services
#66	Caterpillar	\$8.4 B	-11%	\$47 B	-	Heavy Equipment
#67	Porsche	\$8.3 B	18%	\$23.9 B	-	Automotive
#68	Bank of America	\$8.3 B	13%	\$74.1 B	\$1.8 B	Financial Services
#69	Citi	\$8.2 B	19%	\$87.9 B	\$1.5 B	Financial Services
#70	Nissan	\$8.2 B	13%	\$94.7 B	\$2.8 B	Automotive
#71	Hyundai	\$8.1 B	-4%	\$52.8 B	\$1.8 B	Automotive
#72	Santander	\$8 B	5%	\$48.8 B	\$783 M	Financial Services
#73	BASF	\$8 B	-	\$78.2 B	-	Diversified
#74	Red Bull	\$7.9 B	10%	\$6.6 B	-	Beverages
#75	FedEx	\$7.7 B	11%	\$47.5 B	\$403 M	Transportation
#76	Sony	\$7.6 B	9%	\$59.3 B	\$3.7 B	Technology

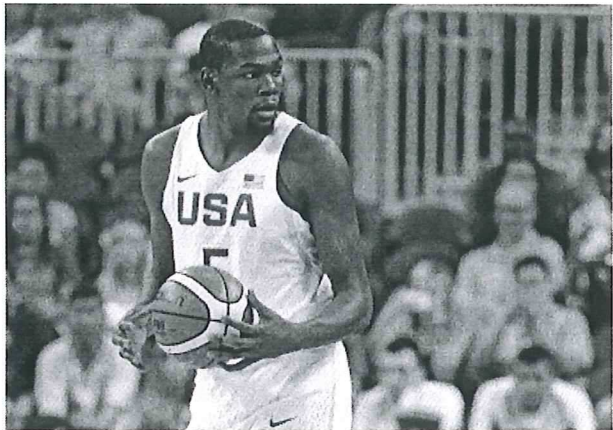
	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
SONY							
	#77	Volkswagen	\$7.6 B	-5%	\$132.1 B	-	Automotive
	#78	Coach	\$7.5 B	-13%	\$4.2 B	\$159 M	Luxury
	#79	Netflix	\$7.4 B	31%	\$6.8 B	\$714 M	Technology
	#80	Chanel	\$7.2 B	6%	\$5.2 B	-	Luxury
<div>  Rail Europe Official Site </div> <div> <p>Lowest Price Guarantee. Rail Passes & Tickets. Book Now!</p>  </div>							
	#81	Target	\$7.2 B	11%	\$73.8 B	\$1.4 B	Retail
	#82	Panasonic	\$7.1 B	13%	\$63.4 B	-	Technology
	#83	Thomson Reuters	\$7.1 B	-8%	\$6.7 B	-	Media
	#84	Canon	\$7.1 B	-2%	\$31.4 B	\$669 M	Technology
	#85	Heineken	\$7.1 B	9%	\$5.6 B	-	Alcohol
	#86	LEGO	\$7.1 B	14%	\$5.3 B	-	Leisure
	#87	Subway	\$7.1 B	4%	\$19.2 B	-	Restaurants
	#88	John Deere	\$7 B	-8%	\$28.9 B	\$157 M	Heavy Equipment

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
		JOHN DEERE					
	#89	Boeing	\$7 B	2%	\$96.1 B	-	Aerospace
	#90	Adidas	\$7 B	2%	\$15.3 B	\$2.1 B	Apparel
	#91	Uniqlo	\$7 B	-	\$11.4 B	\$566 M	Apparel
	#92	Allianz	\$6.9 B	4%	\$123.1 B	-	Financial Services
	#93	T-Mobile	\$6.8 B	-	\$32.9 B	\$2.9 B	Telecom
	#94	BBVA	\$6.8 B	13%	\$42.9 B	\$276 M	Financial Services
	#95	Corona	\$6.8 B	15%	\$4.3 B	-	Alcohol
	#96	Philips	\$6.8 B	-5%	\$26.8 B	\$1.1 B	Diversified
	#97	Prada	\$6.8 B	-6%	\$3.2 B	\$213 M	Luxury
	#98	RBC	\$6.8 B	2%	\$33.8 B	-	Financial Services
	#99	Hershey	\$6.7 B	7%	\$4.7 B	\$562 M	Consumer Packaged Goods
	#100	Costco	\$6.7 B	14%	\$117.3 B	-	Retail

Rank Brand Brand Value 1-Yr Value Change Brand Revenue Company Advertising Industry



Inside Forbes

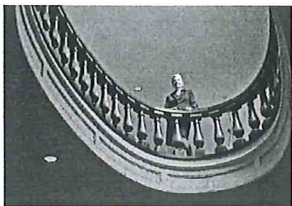


The Highest-Paid Athletes At The Rio Summer Olympics

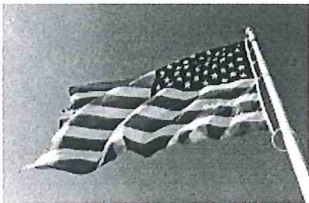
For most Olympians, it's a grind to make a living and find time to train. But there are a few with Olympian riches.



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